

RESEARCH PAPER

Analysis of market of various 'Bt cotton' seed brand in Nanded district of Maharashtra

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ABSTRACT

Study was conducted in Nanded district of Maharashtra, from study it was observed that dealer's recommendations and advice of the fellow farmers were ranked as the top most factors influencing farmer preferences. In case of Promotional activities field demonstration followed by farmers meeting, follow up visits by company representatives to the farmer's field, farmer's visit to research plots, live sample shown at dealers counter and campaigning was considered by the farmers as highly important category.

KEY WORDS : Farmer's preferences, Promotional measures, Bt cotton, Seed, Field demonstration, Dealer's recommendation

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